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Equipment Financing Supports Lone Star Awards & Graphics' Expansion and Success

NASH, Texas, Feb. 27, 2017 — Lone Star Awards and Graphics began as a small trophy and engraving business with one laser engraver, but soon wished to expand. With the help of Beacon Funding, a leading equipment financing company, they financed nine pieces of equipment and transformed their business into a full-service decorated apparel business servicing the Nash, Texas area.

After financing equipment with Beacon, their business grew exponentially in location size, number of employees, and profits. They now work in a 6,000 square foot space with seven employees, and earned \$2.5 million in gross sales since working with Beacon Funding.

Richard and Kippie Hartcraft started Lone Star Awards and Graphics and began offering engraving services in 2003. The husband-and-wife team had one laser engraver and ran the business themselves. Shortly after starting, the business took off and customers began inquiring about embroidery and screen printing services. That prompted them to explore expansion options.

“You have to diversify,” Richard Hartcraft said. “Having a variety of equipment helps fill in the voids, the ebb and flow of the business’ core.”

As a way to bring in higher profits and appease their growing customer base, Lone Star Awards and Graphics hoped to offer more services, but they were afraid affording the necessary equipment would be difficult. Beacon Funding stepped in to help.

The financing partnership began after the NBM Tradeshow in Dallas brought the companies together. The Hartcrafts originally went to see the equipment options available. They found a manual screen printer and dryer, and a Beacon rep they met at the show soon followed up about financing the equipment.

“Financing through Beacon has allowed us to enter into some markets that otherwise would have just not been possible for a small family-owned business,” Kippie Hartcraft said.

Since that first lease, Lone Star has financed nine pieces of equipment with Beacon Funding, including embroidery machines, screen printers, laser engravers, dye sublimation printers, and dryers. Beacon makes the financing process easy and fast for the business.

“Beacon has allowed our business to grow at a pretty phenomenal pace since we’ve first opened,” Kippie Hartcraft said. “It has provided us the ability to get in the equipment that we need to stay at the cutting edge and offer what’s new and up-and-coming in the decorated apparel industry.”

As a way to highlight the success they found with equipment financing, Lone Star Awards and Graphics participated in Beacon Funding’s Success Spotlight Program and earned nationwide recognition for their business accomplishments.

Visit the Beacon Funding [website](#) or call 847-423-0730 to learn how to be a part of the Success Spotlight program.

ABOUT BEACON FUNDING CORPORATION

For 27 years, Beacon Funding Corporation has been providing equipment financing solutions to all types of organizations and businesses throughout a variety of industries in the United States. Beacon Funding focuses on being a specialist in the select markets it serves. As a result, Beacon differentiates itself by

offering start-up and existing business clients a wider range of equipment leasing and financing options.
For more information, please visit www.beaconfunding.com.

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